

# Apple Chill 2003 Survey Information



**Demographic Info**

1. Where do you live?

- 67% Chapel Hill
- 11% Carrboro
- 4% Rest of Orange Co.
- 12% Durham
- 2% Raleigh
- 4% Other

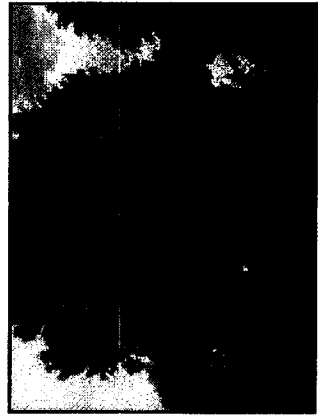
2. What is your age?

- 2% 7 years and under
- 7% 8-12 years
- 9% 13-17 years
- 9% 18-24 years
- 25% 25-35 years old
- 29% 36-50 years old
- 19% 51 years and older

(24)

3. Gender

- 31% Male
- 69% Female



4. Ethnicity

- 7% Asian
- 12% African-American
- 70% Caucasian
- 4% Latino
- 2% Native American
- 5% Other

## **General Fair Information**

1. Why did you attend the street fair?

25%	Food
27%	Arts and Crafts
25%	Entertainment
18%	Community Event
5%	Other

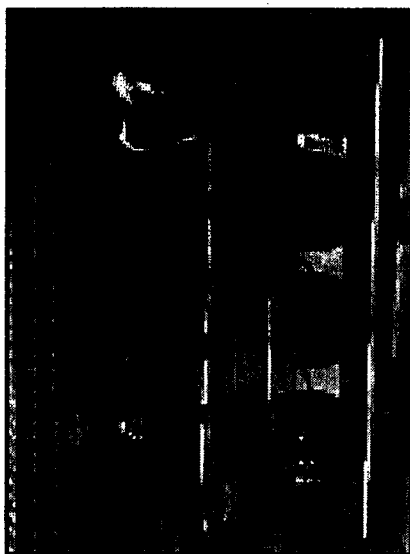
2. How many street fairs have you attended in Chapel Hill?

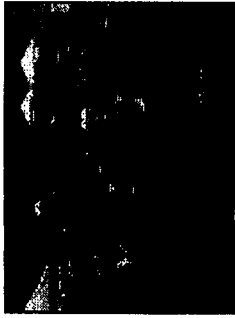
27%	First street fair
31%	1-3 years
19%	4-7 years
14%	8-11 years
9%	Other

(25)

3. How do you rate this past years' street fairs?

50%	Same as previous
47%	Better than previous years
3%	Worse than previous years

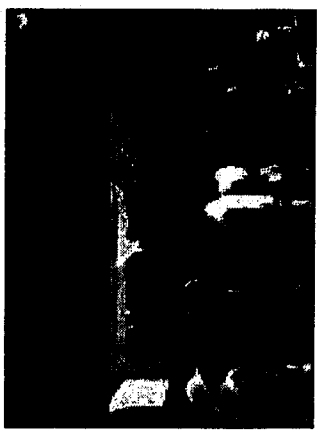




#### 4. What do you find most successful about the street fairs?

- ⌘ 21% Food vendors
- ⌘ 24% Arts and crafts vendors
- ⌘ 16% Band performances
- ⌘ 7% Group Performances
- ⌘ 9% Kids Zone
- ⌘ 4% Volunteer Opportunities
- ⌘ 9% Non-profit agency booths
- ⌘ 9% Location
- ⌘ 1% Other

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**General Fair Information (ctnd.)**

<b>STRONGLY AGREE</b>	<b>AGREE</b>	<b>DISAGREE</b>	<b>STRONGLY DISAGREE</b>	<b>DON'T KNOW</b>
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1. Do you think the street fairs support downtown businesses and merchants?

<b>37%</b>	<b>50%</b>	<b>7%</b>	<b>1%</b>	<b>5%</b>
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2. Do you feel the street fairs bring business to Downtown Chapel Hill?

<b>37%</b>	<b>49%</b>	<b>8%</b>	<b>2%</b>	<b>4%</b>
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3. Are your interests represented in the street fairs?

<b>30%</b>	<b>54%</b>	<b>8%</b>	<b>3%</b>	<b>5%</b>
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4. Do you feel the street fairs accurately represent the Chapel Hill Community?

<b>32%</b>	<b>53%</b>	<b>6%</b>	<b>3%</b>	<b>6%</b>
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<b>STRONGLY AGREE</b>	<b>AGREE</b>	<b>DISAGREE</b>	<b>STRONGLY DISAGREE</b>	<b>DON'T KNOW</b>
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